

1995 GRAND BUDGET

ADVERTISING = ~~\$100,000~~ * \$25,300.0

EVENTS = * 1,900.0

RETAIL = ~~\$13,000~~ 13,000

COUPONING = * 400.0

CONTINUITY = ~~\$11,600~~

DIRECT MAIL = * 16,600

ARTWORK/PUS = * ~~\$17,000~~ * 2,100

OTHER = * 800.0

* 71.7

1,800

4,800

4,500

500

2072407488

~~1,600~~
~~1,600~~
~~1,600~~

94

11,100
4,500
6,600

6,600 -95
5,000
11,600

~~1,800~~
1,8